

Customer Satisfaction Measurement (CSM): Basis for Student Support Services Enhancement Plan

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Abstract – The research study was all about the customer satisfaction on the services rendered by different offices/ student support services of the lyceum of the Philippines university Batangas. The study will be significant for the students and the different student support services wherein the students will be able to be satisfied with the services and at the same time it would also be way on how they can improve their services and what should be maintained. The research study was a descriptive research since the data was given by the Planning and Quality Assurance Office. Since the data was given, the questionnaires were adopted. The researchers presented a letter of request to have the needed data and was permitted to use those data for the purpose of research study and was administered by thru the Planning and Quality Assurance Office. The respondents or the participants of the study are the students of LPU Batangas who are enrolled in the academic year of 2019-2020 and have the full knowledge to answer the questionnaires. Based on the results, it was found out that the customers were Highly satisfied by the service rendered by the CITHM (4.05), Library (3.86), Clinic (3.84), Registrar (3.82), Accounting (3.77), Cashier (3.57) and Satisfied by the service of the Canteen (3.32). The research will contribute to the improvement of the Support Services in the University. It suggested that to help and suggest more to the University what could they possibly do to improve more of their services.

Keywords – Customer Satisfaction, Improvement, Services

INTRODUCTION

Customer Satisfaction Measurement has a huge contributing factor to know whether the consumers are satisfied with the service or not. It is a measurement that gives feedback on how services from the providers meet client needs. In today's increasingly competitive environment, service-oriented industries are being under the pressure by indicating that the services they are providing are customer oriented and continuously improving. Consumer loyalty is one of the most significant pointers of consumer purchase expectations and dependability. Superiority of client assistance could deal with customers' hearts

and be noticeable inside target group. There is some disagreement on how to classify real education customers and whether marketing clients and buyer satisfaction should be applied.

Customer satisfaction should be considered a vital component of any business because it provides the institution with a metric that can be used to measure and improve the facilities performance from the student perspective, and it is also a great way to understand if they are being satisfied or not with the services they are experiencing. On the other hand, it can also provide the initial warning signs that the students are unhappy and potentially at risk of not visiting a specific place at the university. With all

of this in mind, consumer loyalty will provide businesses with critical information about what is working and what needs to be improved.

According to Adams [1], libraries are serving the needs of students and faculty members from printed resources and electronic that are properly arranged. Library services depend on the rendered services of the librarian and the staffs. Canteen, on the other hand, is a place in the University where the foods, drinks and some supplies are served; it is important to observe the proper hygiene and cleanliness of the place [2]. Clinic is a place in the University where students, faculty and other staff of the school is being taken if they are not feeling well or if they got injured. Employee and student happiness, according to Bay et al., [3], is an essential component of organizational and economic performance.

With the topic, the researchers tend to measure the satisfaction of the customer and or the students who are studying in LPU- Batangas with the student support services which includes, Accounting, Canteen, Cashier, CITHM, Clinic, Library, and Registrar. The research result of the CSM will be associated to the enhancement plan of every unit of the said support services. The researchers believed that this study will bring a great contribution to the system of the student support services for the students if they are satisfied with the service that are provided by these student support services; on the other hand, it will also be a great help for the student support services to provide or enhance the services they provided or offered and which part do they need to develop so they can suffice the needs of every students who are studying in the institution since, most of the students always go to these places.

Considering the study, this research is to the satisfaction of consumers when it comes to different parts of the university. The researchers were challenged to conduct this study to assess the university canteen, library, and clinic service quality provided where the findings would serve as a feedback mechanism of providing good and satisfying services. This study will be beneficial to the University as this will help them to enhance their services and know what the suitable action

for the problems encountered. Knowing all the problems will help them come up with the better way to solve and provide a better service to all the customers in the University.

OBJECTIVES OF THE STUDY

This study assessed the measurement of satisfaction to customer in LPU-Batangas. More specifically, this study determined the level of satisfaction of the students towards the student support services such as Accounting, SHL Learning and Resource Center, Canteen, Cashier, Clinic, CITHM, and Registrar, and proposed an action plan based on the result of the study.

MATERIALS AND METHODS

Research Design

This study utilized the descriptive method of research. It is a study designed to depict the participants in an accurate way. Under this method, a set of questionnaires that were prepared by the school was used in the collection of data to determine the satisfaction of the customer with the support services offered by the school.

Participants of the Study

The respondents were the students of Lyceum of the Philippines University-Batangas who are personally involved in the measurement of satisfaction. Students were enrolled during the school year 2019-2020 from the said University. All the respondents have enough knowledge and experience that will greatly contribute to this study. The respondents answered descriptive questionnaires.

Data Gathering Instrument

The researchers used descriptive adopted survey questionnaires through the study of LPU Batangas' Online Customer Satisfaction Measurement to gather reliable and informative data. The survey questionnaires contained demographic profile of the respondents and the questionnaire proper. The questionnaires consist of the satisfaction measurement of the CITHM students in the services rendered by SHL Learning and Resource Center, university canteen and the university medical and dental clinic. In addition, the instrument was being administered thru the Planning and Quality Assurance Office.

Data Gathering Procedure

Researchers presented a letter of permission to retrieve the data from the Planning and Quality Assurance Office. The researchers did not conduct a survey because they had already provided data from Planning and Quality Assurance Office. Although the survey has already been conducted, researchers emailed the Director of the Planning and Quality Assurance Office and received the data on the following days.

Data Analysis

The data were provided by the Quality Assurance Office since it is an adoptive research.

Weighted mean was used in assessing the customer satisfaction measurement.

Ethical Consideration

The personal and private data of the respondents were confidentially treated and were not revealed in any part of the study. All of them had been knowledgeable about the main purpose of this research. Only those respondents who showed willingness to participate were given the survey. They were also informed that they have the right to decline the invitation of answering the survey if they don't feel like doing it or completing.

RESULTS AND DISCUSSION

Table 1
Summary Table for Student Support Service

Items	Composite Mean	Verbal Interpretation	Rank
1. Accounting	3.77	Highly Satisfied	6
2. SHL learning and Resources Center	3.86	Highly Satisfied	2
3. Canteen	3.32	Satisfied	7
4. Cashier	3.57	Highly Satisfied	5
5. University Medical and Dental Clinic	3.84	Highly Satisfied	3
6. CITHM	4.05	Highly Satisfied	1
7. Registrar	3.82	Highly Satisfied	4
Overall Composite Mean	3.75	Highly Satisfied	

Legend: 3.50 – 4.00 = Highly Satisfied (HS), 2.50 – 3.49 = Satisfied (S), 1.50 – 2.49 = Dissatisfied (DS), 1.00 – 1.49 = Highly Dissatisfied

Table 1 shows that the highest rank is the CITHM with the composite mean of 4.05. It shows that the customers were Highly Satisfied with services offered by the department of College of International Tourism and Hospitality Management. The results of the study show that the availability, accommodation, and promptness of the department chair of the Department of International Tourism and Hospitality Management make it essential to have these skills as a department chair.

Furthermore, in the study of Gorman [4], the findings show that teachers' ingenuity in improving job satisfaction can lead to social change, leading to better teaching, students' academic experiences, and the college's overall reputation. In relating to results the availability, accommodation and promptness of a department chair could satisfy the student and the faculty experience.

The last in the ranking is the Canteen with the composite mean of 3.75 depicting that the students are satisfied with this student service. It shows that the customers were not really satisfied with services that the canteen is offering. Food services are an important constituent of wholesome arrangement that influences personal satisfaction of students and faculty at universities and colleges. If the customers were not satisfied by the services, they will not go to that place again, and that results to dissatisfaction of a customer.

According to Garg and Kumar [5], a conceptual model comprising of different variables like food and beverage quality, service quality, food choice, price and value equality, and ambience were studied for customer satisfaction to explore the relationship among them. It could be concluded from the results that the influence of price offered at the university cafeteria had a significant effect on respondents' loyalty.

Table 2
Proposed Action Plan to enhance the Customer Satisfaction

Key Result Area	Strategy	Desired Outcome
ACCOUNTING To enhance the timeliness in disseminating information	<ul style="list-style-type: none"> • Making sure to coordinate with the head and double check the information before disseminating. 	<ul style="list-style-type: none"> • The information would be organized and easily be ready when needed.
LIBRARY To be able to dispense sufficient computers	<ul style="list-style-type: none"> • Install supplemental computers that the consumers may occupy especially during peak usage periods 	<ul style="list-style-type: none"> • The consumers will be more satisfied as they can perform their tasks that require useful technologies without the fear that there is no available computer that can be used and acquire the updated knowledge they need.
CANTEEN To be able to supply the food serving that equals to the price of what the consumers pays	<ul style="list-style-type: none"> • Guarantee that all canteen money is precisely followed consistently, exact costing of food to have an effective administration of food resources 	<ul style="list-style-type: none"> • Many consumers will be encouraged to eat inside the university canteen if the food they get is equal to what they pay for.
CASHIER To deliver a proper information regarding the school announcements.	<ul style="list-style-type: none"> • Assign personnel to monitor the posts uploaded in the page. 	<ul style="list-style-type: none"> • The information should be properly delivered so that the viewer would easily understand the message.
CLINIC To be able to provide the patients or consumers of the university dental clinic with their dental needs and assistance in the best possible way.	<ul style="list-style-type: none"> • Allocate a dental expert to entertain and consult those who come to the clinic or patients who needs assistance and the appropriate doctors to offer possible solutions that can be treated within the university dental clinic. 	<ul style="list-style-type: none"> • Patients will be comfortable going to the dental clinic because they know they will receive proper assistance.
REGISTRAR To provide rapid response in dealing with registrar consumers.	<ul style="list-style-type: none"> • Assign individual personnel for each program to accommodate the needs of students and/or consumers. 	<ul style="list-style-type: none"> • The consumers will be acquiring their records in a timely manner and will be satisfied with the service.
CITHM To ensure the availability of the faculty	<ul style="list-style-type: none"> • Make an advance consultation to the faculty. 	<ul style="list-style-type: none"> • The students will be relying in the advance to the faculty.

CONCLUSION AND RECOMMENDATION

The services rendered by different offices and or Students Support Services affect customer satisfaction. There is a big impact to students on how they are served by different offices. Majority of the student respondents are highly satisfied with the student support services such as: CITHM, SHLLRC, UMDC, REGO, Cashier, Accounting; however,

satisfied only on Canteen. accommodation and promptness of the registrar/head, student services There is difference on the assessments between the services rendered during first and second semester. The respondents acquired services directly during the first semester. On the other hand, they acquired services through online during the second semester that made the satisfaction decreased. An Action

plan was proposed based on the results of the study.

The following recommendation was suggested based on the result of the study. Quality Assurance office may continuously conduct a periodic review of the various student service providers' service quality to enhance their service, easily detect issues, and better assess student satisfaction. For the LPU-B Canteen, the service that they offer should improve more on the pricing strategy when it comes to their food since most of the students wanted to have a more budget friendly meal and not the expensive ones. The prices of items that are affordable to students can be reviewed by the school canteen managers. To increase the quality of services offered to students and faculty, service providers may consider purchasing the appropriate equipment, supplies, and materials for various services. The proposed action plan may be considered for implementation and later evaluation. The future researchers may use this paper as a guide in conducting a study related to this topic.

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